



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/01 thru 12/07

(prices in dollars per carton)

Fri. Dec 01, 2006

SHELL EGG NATIONAL SUMMARY														
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
		21.7% of 17,000 stores				10.2% of 17,000 stores				31.9% of 16,700 stores				
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA													
	White 12 pack				240 0.95				30 0.94				950 0.84	
	White 18 pack				910 1.61		30 1.00		80 0.99					
	Brown 12 pack													
	USDA GRADE A													
	White 12 pack		60 1.00		650 0.89		70 1.00		70 0.96		220 0.84		1,510 0.82	
	White 18 pack				550 1.36				590 1.29				670 0.99	
Brown 12 pack												200 0.99		
SPECIALTY	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack				260 2.65				460 3.83				210 2.94	
	OMEGA-3													
	White 12 pack		190 2.25		320 2.12		330 2.29		400 2.24				170 2.24	
Brown 12 pack				250 2.27						560 1.99		560 1.99		
CAGE-FREE														
White 12 pack				10 1.99				20 2.50						
Brown 12 pack				620 2.49				40 2.19				930 2.08		

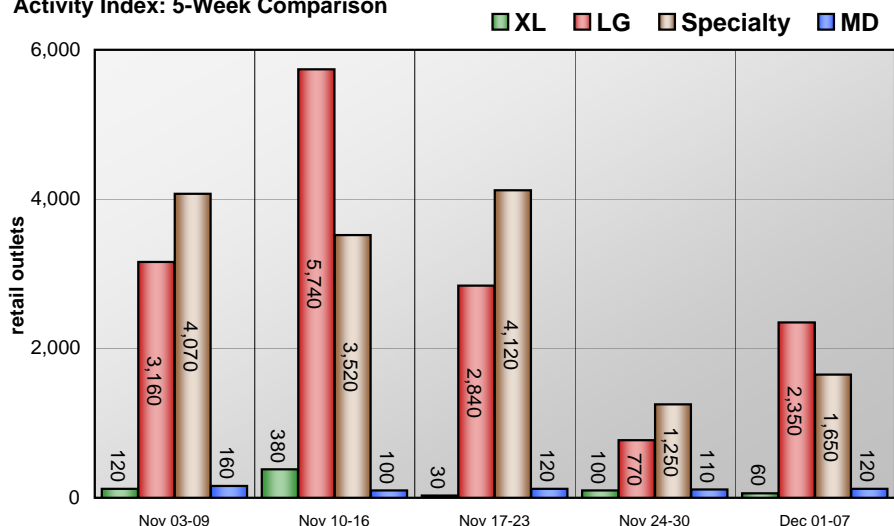
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,410	870	3,550	Large Eggs on
Specialty	1,650	1,250	2,430	Nov-27-2006
Total (includes MD)	4,180	2,230	6,300	461.3
Special Rate 4/:	4.4%	4.1%	6.9%	up 9%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Regular shell eggs feature activity is significantly higher than last week, although lower than the same week a year ago. The average price of Grade A or better Large white eggs to consumers is higher than its been in previous weeks. Specialty shell egg features increased over last week and are more visible in the Northeast and South Central regions. Cage Free brown eggs are up sharply, Omega-3 eggs maintained a steady pace, and USDA Organic brown eggs decreased when compared to the previous week. Egg product feature activity is higher than the previous ad cycle. Cartons increased in store volume, but cups are lower. Seasonal Egg Nog promotional activity increased significantly on 64 oz. containers, however 32 oz. containers maintained a steady pace.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		32.2% of 3,900 sampled outlets Activity Index = 1,250 (includes Medium)						10.5% of 4,700 sampled outlets Activity Index = 540 (includes Medium)						25.9% of 2,800 sampled outlets Activity Index = 970 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.99	10	0.99				0.99	130	0.99				0.99	10	0.99
	White 18 pack																0.99	10	0.99
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.89	20	0.89	1.00	40	1.00	0.77 - 1.00	220	0.83				0.77 - 0.99	320	0.91
	White 18 pack				1.49 - 1.50	250	1.49										1.00 - 1.29	290	1.26
	Brown 12 pack																		
MEDIUM		White 12 pack			0.99	30	0.99	White 12 pack			0.72	80	0.72	White 12 pack			0.72	10	0.72
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack					3.99	30	3.99									2.48	190	2.48
	OMEGA-3																		
	White 12 pack		1.99	120	1.99	1.50 - 1.99	230	1.98						2.69	70	2.69	2.69	70	2.69
	Brown 12 pack					1.99 - 2.33	180	2.24			2.33	70	2.33						
	CAGE-FREE																		
	White 12 pack					1.99 - 3.99	380	2.79											
		Brown 12 pack																	
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		15.5% of 2,700 sampled outlets Activity Index = 720 (includes Medium)						29.0% of 1,900 sampled outlets Activity Index = 550 (includes Medium)						25.2% of 1,000 sampled outlets Activity Index = 150 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99	100	0.99				1.19 - 2.00	530	1.94				0.48 - 1.00	120	0.91
	White 18 pack				1.19 - 1.25	220	1.23										1.19 - 1.25	20	1.22
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.00	20	1.00	0.99 - 1.00	90	1.00												
	White 18 pack				1.00 - 1.29	10	1.15												
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack					2.48	40	2.48											
	OMEGA-3																		
	White 12 pack					1.79	20	1.79											
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack										1.99	10	1.99						
		Brown 12 pack				2.00	220	2.00			2.59	10	2.59				1.99 - 2.00	10	1.99

Note: See page 1 for explanatory notes.



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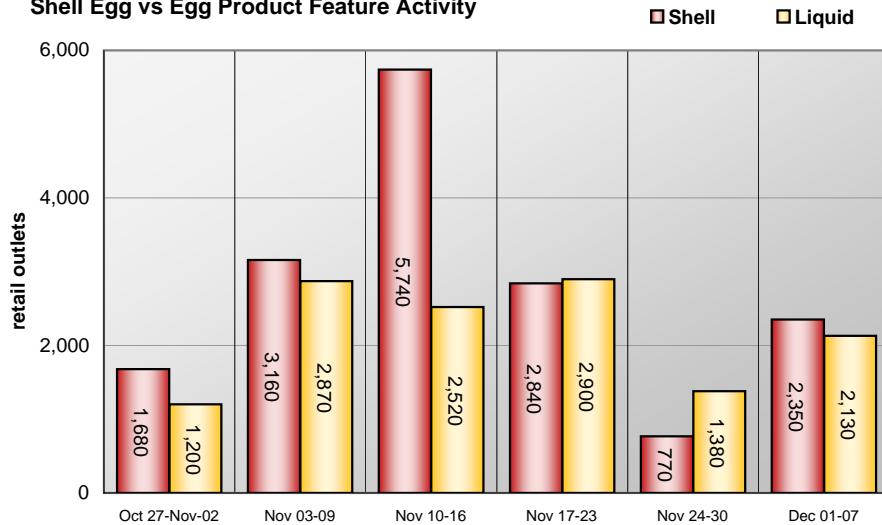
EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.3%	6.7%	45.6% of 3,900 sampled	4.4% of 4,700 sampled	4.1% of 2,800 sampled	0.0% of 2,700 sampled	0.0% of 1,900 sampled	0.0% of 1,000 sampled
2/ Activity Index	2,130	1,380	Activity Index = 1,800	Activity Index = 220	Activity Index = 110	Activity Index = 0	Activity Index = 0	Activity Index = 0
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. carton	1,450 2.42	830 2.10	1.89 - 2.99 1,130 2.50	1.79 - 2.50 210 2.06	2.29 110 2.29			
32 oz. carton	500 4.51	320 4.62	3.59 - 5.49 500 4.51					
3 - 4 oz. cups	180 1.52	230 1.96	1.50 - 1.79 170 1.52	1.50 10 1.50				
2 - 8 oz. cups								

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

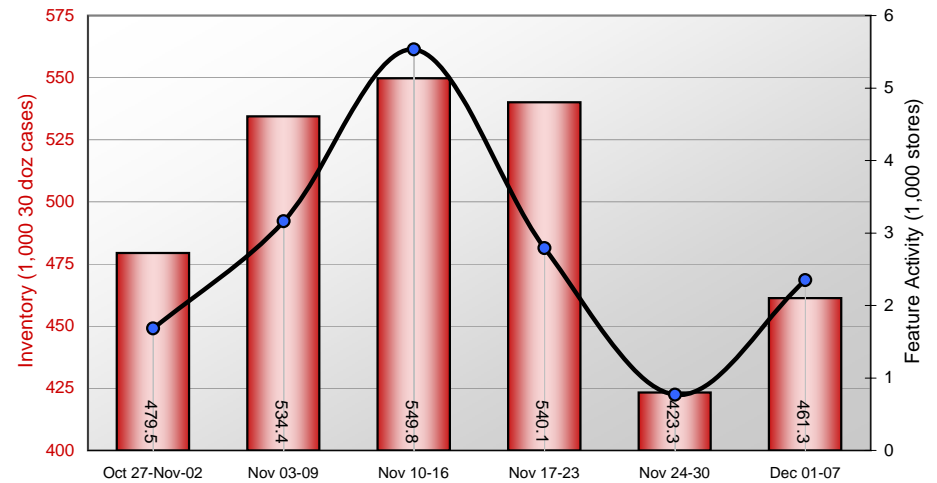
(Non-alcoholic egg nog; this section will run through January 1, 2007)

EGG NOG	THIS WEEK	THIS WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	28.9%	19.1%	22.2% of 3,900 sampled	9.3% of 4,700 sampled	24.1% of 2,800 sampled	35.9% of 2,700 sampled	78.7% of 1,900 sampled	43.6% of 1,000 sampled
2/ Activity Index	5,380	3,980	Activity Index = 1,080	Activity Index = 440	Activity Index = 650	Activity Index = 1,970	Activity Index = 1,000	Activity Index = 240
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
32 ounce	1,460 2.33	1,470 2.20	1.99 - 2.99 630 2.45	2.00 - 2.50 120 2.45	1.50 - 2.99 90 2.31	1.18 - 2.50 340 1.95	1.50 - 2.50 150 2.39	1.50 - 2.99 130 2.54
64 ounce	3,920 2.71	2,510 2.78	2.50 - 3.79 450 3.18	2.50 - 3.49 320 2.59	1.99 - 3.00 560 2.60	1.99 - 2.59 1,630 2.49	2.99 - 3.99 850 3.02	2.50 - 3.29 110 2.73

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.